Scotland Visitor Survey 2023

Introduction

The Scotland Visitor Survey was conducted by Progressive Partnership on behalf of VisitScotland to enhance understanding of visitor behaviour and experience in Scotland. In total, 11,573 visitors were interviewed in Scotland between March and October 2023, with 3,011 responding to an online survey on their return home.

Overall, **533** overnight visitors to Glasgow completed the online survey. The results shown below are based on these visitors to Glasgow.

Profile of overnight visitors to Glasgow

- **43% Domestic visitors**
  - 6% Scotland (residents)
  - 37% Rest of UK

- **57% International visitors**
  - 18% Europe
  - 37% Long haul including
    - 27% North America
    - 10% Australasia
    - 2% Rest of World

Average number in travel party: **2.6**

Children (under 16) in party: **11%**

Profile of trip

- Glasgow visitors stayed on average **9.2 nights in total in Scotland including 2.8 nights in Glasgow**
- **20% of visitors to Glasgow stayed only in Glasgow (i.e. did not stay elsewhere)**

First time visitor: **42%**

Repeat visitor: **58%**

Average proportion of first-time visitors to Scotland: **25%** (Scotland-wide sample)

Examples of Type of Trip

- A trip of a lifetime: **16%**
- A special holiday/short break: **26%**
Local Area Factsheet: Glasgow

Reasons for choosing Scotland

<table>
<thead>
<tr>
<th>Rank</th>
<th>Top ten reasons for choosing Scotland</th>
<th>Glasgow sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The scenery and landscape</td>
<td>67%</td>
</tr>
<tr>
<td>2</td>
<td>The history and culture</td>
<td>58%</td>
</tr>
<tr>
<td>3</td>
<td>Scotland’s people</td>
<td>26%</td>
</tr>
<tr>
<td>4</td>
<td>Outdoor activities available</td>
<td>24%</td>
</tr>
<tr>
<td>5</td>
<td>My or my family’s Scottish ancestry</td>
<td>24%</td>
</tr>
<tr>
<td>6</td>
<td>Visiting friends or family</td>
<td>23%</td>
</tr>
<tr>
<td>7</td>
<td>A Scottish attraction</td>
<td>21%</td>
</tr>
<tr>
<td>8</td>
<td>Scotland’s food and drink</td>
<td>17%</td>
</tr>
<tr>
<td>9</td>
<td>A particular experience found in Scotland</td>
<td>10%</td>
</tr>
<tr>
<td>10</td>
<td>An event or festival</td>
<td>9%</td>
</tr>
</tbody>
</table>

Base: All visitors to Glasgow (stage 2)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Top ten reasons for choosing Scotland</th>
<th>Scotland-wide sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The scenery and landscape</td>
<td>70%</td>
</tr>
<tr>
<td>2</td>
<td>The history and culture</td>
<td>48%</td>
</tr>
<tr>
<td>3</td>
<td>Outdoor activities available</td>
<td>27%</td>
</tr>
<tr>
<td>4</td>
<td>Visiting friends or family</td>
<td>22%</td>
</tr>
<tr>
<td>5</td>
<td>Scotland’s people</td>
<td>21%</td>
</tr>
<tr>
<td>6</td>
<td>A Scottish attraction</td>
<td>19%</td>
</tr>
<tr>
<td>7</td>
<td>My or my family’s Scottish ancestry</td>
<td>16%</td>
</tr>
<tr>
<td>8</td>
<td>Scotland’s food and drink</td>
<td>15%</td>
</tr>
<tr>
<td>9</td>
<td>It’s easy to get to or close to home</td>
<td>15%</td>
</tr>
<tr>
<td>10</td>
<td>An event or festival</td>
<td>9%</td>
</tr>
</tbody>
</table>

Base: All visitors to Scotland (stage 2)

Type of accommodation used in Glasgow

67% stayed in serviced accommodation

- Hotel, motel, inn: 62%
- Guest house, B&B: 3%
- Serviced apartment: 2%

35% stayed in non-serviced accommodation

- Self-catering/commercial non-serviced rentals: 17%
- Friend’s or relative’s home: 14%
- Camping, caravan, motorhome: 3%

Base: Stage 2 Glasgow visitors (priority region) 306
Note: serviced and non-serviced adds to more than 100% due to some people staying in more than one accommodation type.

Satisfaction with accommodation

**Satisfaction with... (Scored out of 10)**

- **Overall welcome provided to you**: Average 8.61, 59% 9 or 10 out of 10
  - Scotland-wide sample 62% (9 or 10 out of 10)

- **The knowledge of staff/host (at accommodation) about things to do in the area**: Average 8.28, 46% 9 or 10 out of 10
  - Scotland-wide sample 53% (9 or 10 out of 10)

- **The value for money of accommodation**: Average 7.67, 34% 9 or 10 out of 10
  - Scotland-wide sample 42% (9 or 10 out of 10)

Base: Stage 2 Glasgow visitors in paid for accommodation excl. n/a 448 - 512
Local Area Factsheet: Glasgow

Attractions and activities undertaken in Glasgow

Top 5 attractions or activities undertaken/visited in Glasgow

<table>
<thead>
<tr>
<th>Rank</th>
<th>Attractions and activities undertaken in Glasgow</th>
<th>Glasgow sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A museum or art gallery</td>
<td>61%</td>
</tr>
<tr>
<td>2</td>
<td>Viewed architecture and buildings</td>
<td>46%</td>
</tr>
<tr>
<td>3</td>
<td>A cathedral, church, abbey or other place of worship</td>
<td>42%</td>
</tr>
<tr>
<td>4</td>
<td>A country park or garden</td>
<td>37%</td>
</tr>
<tr>
<td>5</td>
<td>Shopping</td>
<td>36%</td>
</tr>
</tbody>
</table>

*Base: Took part in activities/attractions in Glasgow 294*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Attractions and activities undertaken in Scotland</th>
<th>Scotland-wide sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A castle or fort</td>
<td>59%</td>
</tr>
<tr>
<td>2</td>
<td>Viewed architecture and buildings</td>
<td>52%</td>
</tr>
<tr>
<td>3</td>
<td>A museum or art gallery</td>
<td>50%</td>
</tr>
<tr>
<td>4</td>
<td>A historic house, palace, stately home</td>
<td>49%</td>
</tr>
<tr>
<td>5</td>
<td>Shopping</td>
<td>47%</td>
</tr>
</tbody>
</table>

*Base: Took part in activities/attractions in Scotland 3,011*

Satisfaction with attractions in Glasgow

*Satisfaction with... (Scored out of 10)*

<table>
<thead>
<tr>
<th>Knowledge and passion of the staff at attractions</th>
<th>Average 8.74</th>
<th>61% 9 or 10 out of 10</th>
<th>Scotland-wide sample 64% (9 or 10 out of 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of experience at attractions</td>
<td>Average 8.65</td>
<td>58% 9 or 10 out of 10</td>
<td>Scotland-wide sample 57% (9 or 10 out of 10)</td>
</tr>
<tr>
<td>Value for money of paid for attractions</td>
<td>Average 8.30</td>
<td>45% 9 or 10 out of 10</td>
<td>Scotland-wide sample 47% (9 or 10 out of 10)</td>
</tr>
</tbody>
</table>

*Base: Stage 2 Took part in activities/attractions in Glasgow excl. n/a 283-290*

Food and drink experiences in Glasgow

23% took part in food and/or drink experiences in Glasgow

Key food and drink experiences included:
- 8% visited a fine dining restaurant
- 4% undertook a food or drink activity e.g. cookery class
- 4% visited a farm shop/farmers market

*Base: Stage 2 Took part in activities/attractions in Glasgow 294*
Satisfaction with food and drink experiences in Glasgow

*Satisfaction with……. (Scored out of 10)*

- **The service provided by staff**  
  *Average 8.62*  
  *Scotland-wide sample 55%*  
  *56% 9 or 10 out of 10*

- **The quality of food and drink available**  
  *Average 8.32*  
  *Scotland-wide sample 48%*  
  *47% 9 or 10 out of 10*

- **The availability of local produce when eating out**  
  *Average 7.98*  
  *Scotland-wide sample 37%*  
  *36% 9 or 10 out of 10*

- **The value for money of eating out**  
  *Average 7.58*  
  *Scotland-wide sample 32%*  
  *31% 9 or 10 out of 10*

Base: Stage 2 Glasgow visitors excl. n/a 511-528

Overall experience and likelihood to recommend Glasgow

- **Positive rating of holiday/short break experience**  
  *(9 or 10 out of 10)*  
  *55% Glasgow*  
  *71% for Scotland overall (Scotland-wide sample)*

- **Likelihood to recommend as a holiday/short break destination**  
  *(9 or 10 out of 10)*  
  *59% Glasgow*  
  *82% for Scotland overall (Scotland-wide sample)*

Base: Stage 2 Glasgow visitors (priority region) 306
Appendix: Interpreting the results

- The Scotland Visitor Survey should not be viewed in isolation.
- The survey collates views on a wide range of topics to understand visitor attitudes and behaviours.
- This data supplements data on tourism in Scotland which is gathered by the annual statistical surveys undertaken at a national level by;
  - The Great Britain Tourism Survey (GBTS) which estimates the volume and value of domestic tourism - from within Scotland and the rest of Great Britain
  - The International Passenger Survey (IPS) which provides details of tourism from abroad
- The Scotland Visitor Survey is undertaken during spring, summer and autumn seasons only, based on a need to gather visitor views in an efficient manner. This means the results reflect the views of those visiting Scotland between March and October 2023 only.
- The sample comprises leisure overnight visitors only, and as such the following are excluded: visitors on a day trip from home, those on a business trip, cruise ship visitors.
- The base size varies across questions. Visitors could have stayed in multiple locations, therefore the questionnaire was designed to ask specific questions about accommodation and satisfaction with their experience overall in up to two priority regions. Where the base size of 533 is used this includes all visitors who stayed in Glasgow during their trip. Where the base size is 306 this shows results for the visitors who were allocated Glasgow as their priority region were asked more detailed questions. The base size refers to the unweighted base.
- Figures may not always add to 100% as this may be due to rounding within the data analysis or where respondents have answered more than one category.
- Both face-to-face and online data were weighted to reflect the profile of visitors measured by the GBTS and the IPS.
- The Scotland Visitor Survey does not provide data on how many visits are made to Scotland or a specific region.
- Browse our Scotland Visitor Survey page on visitscotland.org for more information on this survey.

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